



HYATT HOTELS & RESORTS BREAKS GROUND ON FIRST NEW PROPERTY TO THE PALM BEACHES SINCE 2009

—New, 134-Room Hyatt Place Scheduled to Open in Delray Beach in 2012, Demonstrating Industry Confidence Just As Strong as County’s Tourism Outlook and Occupancy Growth—

THE PALM BEACHES, Fla. (July 13, 2011)— The Palm Beach County Convention and Visitor’s Bureau today joins Hyatt Hotels & Resorts and Kolter Group, LLC as they break ground on their newest Hyatt Place hotel, conveniently located in the heart of downtown Delray Beach at 104 N.E. 2nd Avenue. The new hotel will be the second Hyatt Place in The Palm Beaches— the first of which opened in February 2009 in downtown West Palm Beach— and the first new property developed in the County since the Seagate Resort & Spa in November 2009, also located in downtown Delray Beach.

“Of the 750 hotel rooms in Delray Beach, 314 have become available since 2001, meaning an astounding 72 percent of the area’s current hotel product in Delray has been developed in the last 10 years,” said Palm Beach County Convention and Visitors Bureau President and CEO Jorge Pesquera. “When the new Hyatt Place opens next year, it will bring the town’s hotel inventory to 884 rooms, increasing Delray’s total inventory by another 18 percent. We are grateful to our partners at Hyatt Hotels & Resorts for their commitment to and continued investment in The Palm Beaches, and look forward to helping fill those new, beautiful rooms for years to come.”

In addition to its many hotel properties, Delray Beaches’ downtown district also boasts more than 130 restaurants, dozens of cultural institutions including the Morikami Museum, major annual events such as the Delray Beach International Tennis Championships, two miles of white sandy accessible beach, over 350 shops and 20 galleries, and an outdoor arts district, Pineapple Grove, further demonstrating that Delray Beach is truly one of the most thriving destinations in all of South Florida.

The property will be constructed and developed by Kolter Commercial— headquartered in Palm Beach County— and will feature 134 spacious guestrooms, all of which will include a spa-inspired bathroom, 42-inch HDTV, and an eight-foot sectional sofa-sleeper. Complimentary continental breakfast, property-wide Wi-Fi, an elevated outdoor pool, and secured parking will be available to all hotel guests. The new Hyatt Place will also feature a full-service lobby bar and mixed-use retail space, as well as executive boardrooms and flexible meeting space for business guests.

“We are excited to bring another great new hotel to Palm Beach County in partnership with Hyatt and the city of Delray Beach,” said Kolter Commercial President Scott Webb. “The city was more than supportive in getting the new development approved, and I believe this new hotel will afford another great lodging choice in the Palm Beach market.”

About Hyatt Place: Hyatt Place is a new kind of Hyatt for today’s relaxed lifestyle. Catering to today’s discerning travelers; Hyatt Place combines The Hyatt Touch® with stylish design, purposeful amenities and forward-thinking technology. Hyatt Place is a brand of Global Hyatt Corporation that currently offers more than 160 locations nationwide. For Hyatt Place information or to make a reservation, call 1-888-HYATT-HP (888-492-8847) or visit www.HyattPlace.com

About Palm Beach County Convention and Visitors Bureau: The Palm Beach County Convention and Visitors Bureau is the official destination marketing organization for Palm Beach County, Fla. Tourism is among Palm Beach County's major industries generating a direct annual economic impact of \$2.8 billion in the local economy, producing \$23 million dollars in bed-tax revenue and lodging sales of approximately \$623 million.

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Media Contact: Carli Smith/Palm Beach CVB

csmith@PalmBeachFL.com/[561-233-3030](tel:561-233-3030)

[677-7000](tel:677-7000)

Maria Hayworth/Hayworth Creative PR

maria@hayworthcreative.com/[386-](tel:386-)

1555 Palm Beach Lakes Boulevard, Suite 800, West Palm Beach, Florida 33401

561.233.3000 FAX 561.233.3009

WEBSITE MEDIA CENTER: PalmBeachFL.com/Media